DIGITALVIEW®

Digital Signage & AV
Product Guide 2011

www.digitalview.com

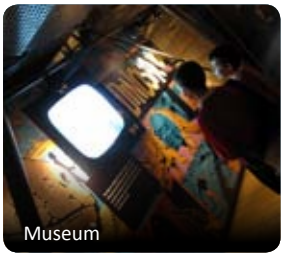
Introduction 3
The Growing Markets for Digital Signage 5
Glossary 8
The Ingredients 9
Free-Standing Digital Posters 10
Wall Mounted Digital Posters 12
Wall Mounted Digital Signage 14
Desktop / Shelf-Edge Presenters 16
Already Got The Display ? 18
Already Got The Player ? 20
The Software - DV-Studio 22
Deploying Content - The Options 24
Stand-Alone - Keeping it Simple 25
Getting Networked - The Options 26
Digital Signage In-A-Box 27
Large Scale Digital Signage Networks 28
BEN : Online Content Management 29
Working With Content - Building Applications 30
Digital Customer Questionnaire 31
Adding Touch Screen or Interactivity 32
Creating Your Own Look & Feel 35
Build Your Own - Drop-In OpenFrame Chassis 36
Integre Plates & Components 37
Accessorize Your System 38
Features & Benefits 40
Digital Signs Specs 42
Desktop Presenters Specs 43
ViewStream 700 Specs 44
ViewStream 500 Specs 45
ViewStream 300 Specs 46
Benefits of Solid State Players 47
Video Processors & Scalers 48
Signal Converters 50
RS-232 Control Over Network 51
The Case Studies 52
Product IDs 56
An Interactive Tour of the Natural History Museum 58
About Digital View 59

Engaging Audiences With Digital Signage...

Effective promotional, advertising or informational digital signage is all about engaging audiences. Whether in an airport, shopping mall, grocery store, museum or school - Digital View understands how the right mix of display size, format, content and technology is critical to creating the perfect digital sign.

Digital View is an established global supplier of a wide range of innovative, reliable and easy-to-use digital signage technology. In its 15 year history, Digital View has designed and delivered digital advertising, point-of-purchase and product demonstration systems to some of the world's leading brands, retailers, museums and corporates.

With over 150,000 eye-catching and engaging digital signage and digital presentation systems installed across the globe, Digital View offers the market-leading combination of product, quality and experience.

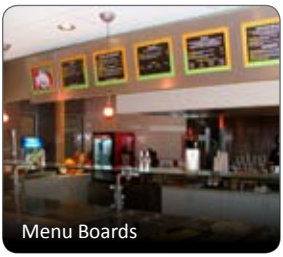

Museum

Video Walls

Company Showroom

Wayfinding

Digital Signage


Menu Boards

The Wafer

Premium Advertising
Double Sided 55”

The Growing Markets for **Digital Signage**

Retail

Brands and retailers are seeking new ways to engage with their customers – to differentiate their products, stand out from the competition and improve the retail experience.

- → Retail Promotion
- → Product Demonstration
- → Interactive Product Selectors
- → Retail Theater
- → Queue Management
- → Shelf-Edge Advertising

Retailers all over the world are using Digital View media products

Digital Out-Of-Home

From signage to out-of-home advertising, media contractors and landlords are turning to digital media technology for dynamic creative that maximizes revenue and reduces clutter.

- → Digital Advertising
- → Wayfinding
- → Digital Menu Boards
- → Interactive Kiosks
- → Safety Panels
- → Message Boards

Digital Signage operators all over the world are using Digital View media products

The Growing Markets for **Digital Signage**

Museums

Display system innovation is enabling museums to bring exhibits alive with rich video media and interactive experiences. Educating and informing in ever more exciting and entertaining ways.

- → Museum Video Store
- → Interactive Exhibits
- → Digital Signage
- → Digital Docents
- → Rich Media Experiences
- → Audio Effects

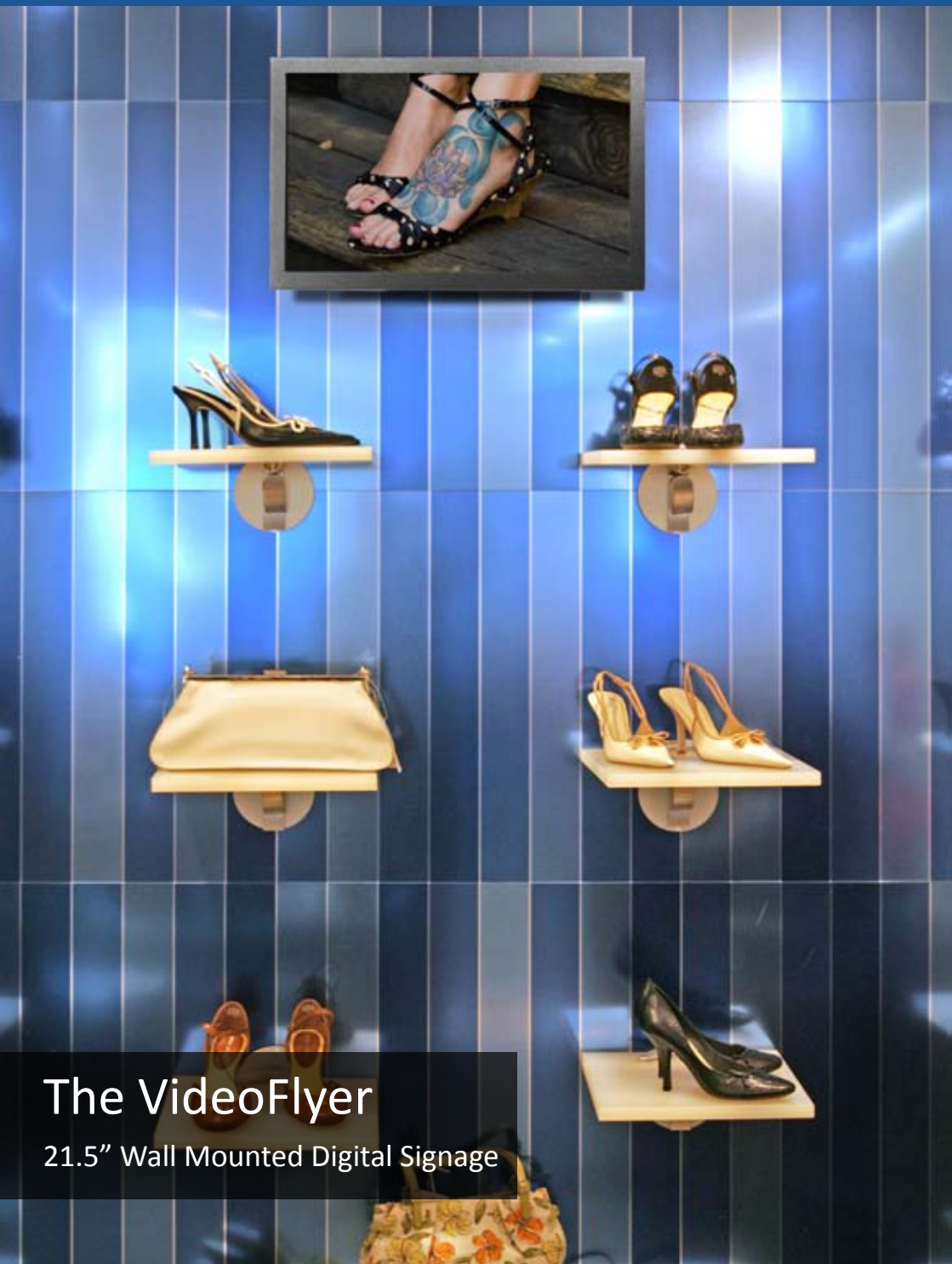
Museums all over the world are using Digital View media products

Pro-AV

From corporate lobbies to houses of worship and schools – the information revolution means that video is fast becoming an essential feature of everyday life in almost every environment.

- → Company Showrooms
- → Education
- → Entertainment
- → Corporate Lobbies
- → Presentation Theaters
- → Exhibitions

Pro-AV operators all over the world are using Digital View media products



The VideoFlyer

21.5” Wall Mounted Digital Signage

Glossary...

Key Words, Terminology & Concepts

VideoFlyer : An LCD monitor combined with a ViewStream digital media player to create an all-in-one digital signage system.

ViewStream : A digital media player - an optimized, highly reliable computer dedicated for playing digital signage content 24/7.

Monitor : A basic LCD monitor that can be connected to any media player, computer or video source to display images.

Open Frame: A VideoFlyer or Monitor without the enclosure, mounted as a kit onto a metal chassis for integration into a custom housing.

Integre: A pre-configured mounting system for display integrators, with all components, but not including the LCD display.

Solid State: An ultra-reliable media player that has no moving parts, no fans or spinning hard disk drives (uses compact flash memory).

Networked : A VideoFlyer or ViewStream product that is capable of having content updated remotely through a network.

Stand-Alone: A VideoFlyer or ViewStream product that is updated manually via exchanging a flash card or inserting a USB stick.

CMS : A content management system - a software program used to update digital signage content across a network.

DV-Studio : Digital View's free playlist creation & scheduling software for programing VideoFlyers & ViewStreams.

Interactivity: Any kind of external trigger that controls content playout - such as a touch screen, motion sensor, button or AMX system.

Synchronization: Linking multiple VideoFlyers or ViewStreams together so that their content playout is controlled to create a video wall effect.

Data Logging: Measuring times and dates of media content playout, so that compliance and verification reports can be created.

DisplayMark: A Digital View device that monitors the display to ensure that the system is playing the content correctly.

The Ingredients...

End-to-End product line for all mainstream digital signage needs

Digital Posters : Advertising & Wayfinding Boards

The Digital View Digital Poster Range are single and double sided large format digital advertising, wayfinding or information boards. Available in temperature controlled and protective free-standing or wall-mounted enclosures, the 40" to 65" diagonal Digital Poster range has integrated media players, wireless communications and options for touch screen and audience measurement systems.

Digital Signs : All-In-One Digital Presentation

The Digital View **VideoFlyer™** Range are high quality digital LCD panels with integrated ViewStream™ media players in robust commercial enclosures. These professional, high-bright, all-in-one systems are available from 6" to 55" diagonal, they are fully customizable, with lockable power supplies and a range of device control options, including touch screens, RS-232, motion sensors & programmable buttons.

Digital Media Players: The ViewStream Family

The Digital View **ViewStream™** range delivers crystal clear, high definition digital video and digital audio for the digital signage and retail media industry. These lightweight, compact, networkable interactive media players connect to any type of digital display, have no moving parts and run off ultra-reliable solid state flash memory. They offer >100,000 hours of disk-free, tape-free & trouble-free playback.

Comms, Cables & Parts: The Accessories

Digital View supplies a range of accessories and parts to compliment any digital signage or digital video installation. Products include ruggedized displays, audience measurement systems, wireless modems, flash cards and the Digital View's Pro-Control™ Series of video processors. These scalers and media switches offer superior image manipulation and signal processing capabilities for all pro-A/V video applications.

Network Signage

Free-Standing Media

65” - Single / Double Sided

55” - Single / Double Sided

40” - Single / Double Sided

Mall Range of Digital Posters

Display:

- → Large Format Portrait Mounted LCD Displays
- → Single or Double Sided
- → Protective Front Glass

Media Player:

- → Built-in ViewStream Media Player
- → One Player per LCD display

Communications:

- → Built-in Wireless communications
- → Options for either Wi-Fi or 3G Router Modem

Environmental:

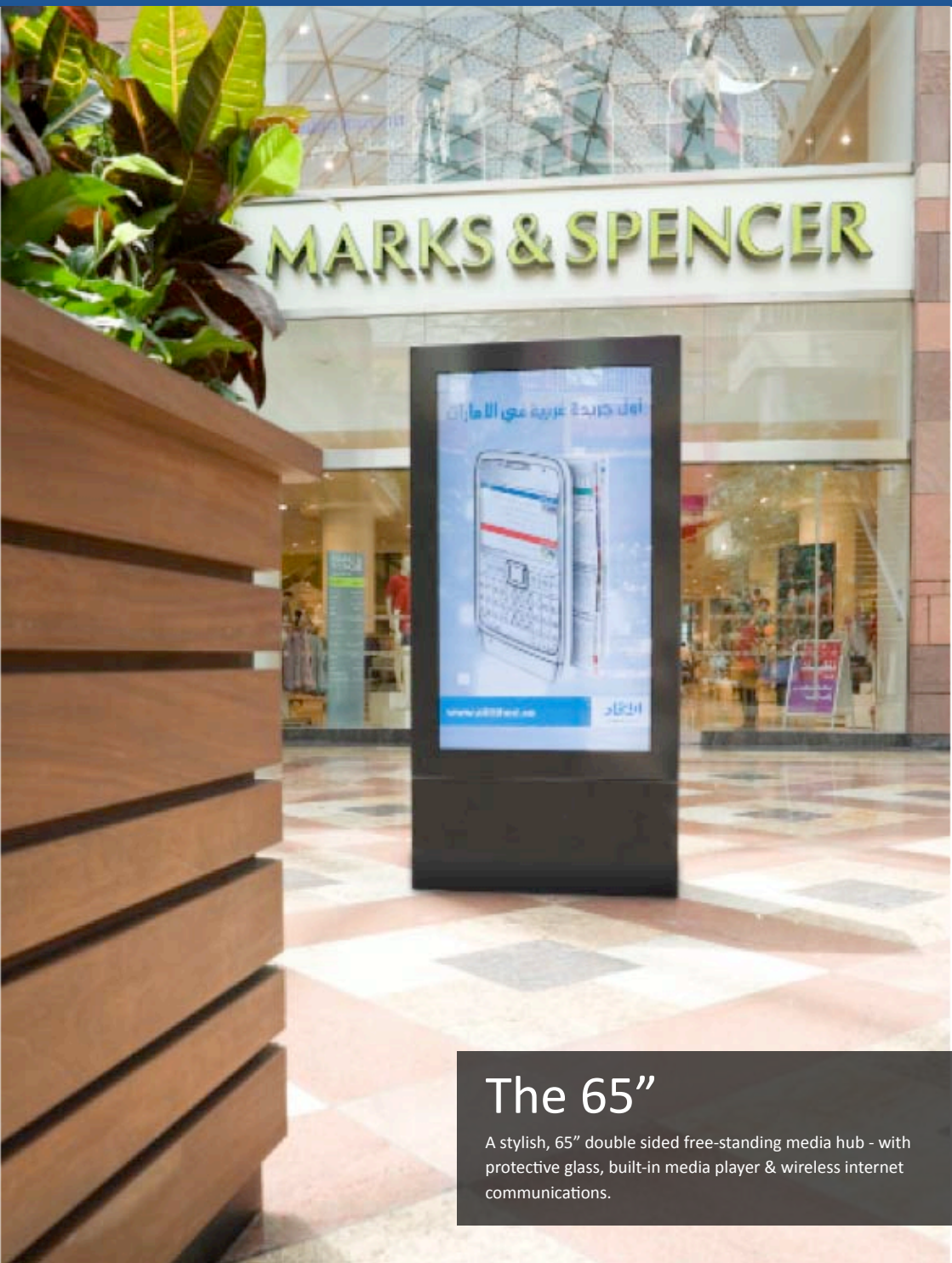
- → Impact-proof enclosure
- → Temperature Controlled
- → Dust Protected
- → Dual Capacity Power Relay

Options:

- → Touch Screen Overlay
- → Built-In Audience Measurement
- → Display Mark (Display Compliance Reporting)

Digital Signage Software:

- → DV-Player Control Software & BEN CMS (standard)
- → Option for Customer Selected Digital Signage Software



The 65”

A stylish, 65” double sided free-standing media hub - with protective glass, built-in media player & wireless internet communications.

Network Signage

Digital Posters

46” - Digital Poster

32” - Digital Poster

21.5” - Digital Poster

Wall Mounted Digital Posters

Display:
- → Large Format Portrait Mounted LCD Displays
- → Designed For Wall Mounting
- → Protective Front Glass

Media Player:
- → Built-in ViewStream Media Player
- → One Player per LCD display

Communications:
- → Built-in Wireless communications
- → Options for either Wi-Fi or 3G Router Modem

Environmental:
- → Impact-proof enclosure
- → Temperature Controlled
- → Dust Protected
- → Dual Capacity Power Relay

Options:
- → Touch Screen Overlay
- → Built-In Audience Measurement
- → Display Mark (Display Compliance Reporting)

Digital Signage Software:
- → DV-Player Control Software & BEN CMS (standard)
- → Option for Customer Selected Digital Signage Software

Network Signage

Digital Posters

The outdoor world has decided that the most effective digital signage formats involve using displays in portrait mode (or on their side, like traditional posters). This differentiates dedicated advertising screens from televisions - and also aligns the digital out-of-home industry more closely with the growing mobile phone advertising and smart phone market.

Care needs to be taken when turning large format LCD display sideways - Digital View systems have been carefully designed to ensure they are suitable to be used in portrait mode.

Network Signage

Digital Signage

46” - Digital Signage

32” - Digital Signage

21.5” - Digital Signage

15.6” - Digital Signage

Wall Mounted Digital Signage

Display:
- → Large Format Landscape LCD Displays
- → Designed For Wall Mounting
- → Protective Front Glass

Media Player:
- → Built-in ViewStream Media Player
- → One Player per LCD display

Communications:
- → Built-in Wireless communications
- → Options for either Wi-Fi or 3G Router Modem

Environmental:
- → Impact-proof enclosure
- → Temperature Controlled
- → Dust Protected
- → Dual Capacity Power Relay

Options:
- → Touch Screen Overlay
- → Built-In Audience Measurement
- → Display Mark (Display Compliance Reporting)

Digital Signage Software:
- → DV-Player Control Software & BEN CMS (standard)
- → Option for Customer Selected Digital Signage Software

Video Walls

Lobby / Conference

Menu Boards

Desktop / Shelf-Edge Presenters

21.5" - Desktop

15.6" - Desktop

10.2" - Desktop

Desktop Digital Presenters

Display:

- → Small to Medium Format LCD Displays
- → Designed For Desktop or Shelf-Edge
- → Protective Front Glass

Media Player:

- → Built-in ViewStream Media Player
- → One Player per LCD display

Communications:

- → Options for either Wi-Fi or 3G Router Modem

Environmental:

- → Impact-proof enclosure
- → Temperature Controlled
- → Dust Protected
- → Dual Capacity Power Relay

Options:

- → Touch Screen Overlay
- → Motion Sensor Content Trigger

Digital Signage Software:

- → DV-Player Control Software

BUILT-IN STEREO SPEAKERS

ROBUST ALUMINIUM ENCLOSURE

VIDEOS CAN BE SET TO PLAY IN A CONTINUOUS LOOP OR PROGRAMMED USING DV-STUDIO

SINGLE SCREW-LOCK POWER SOURCE

COMPATIBLE WITH OUR OPTIONAL DESKTOP STAND

Find **VideoFlyers™** in:

- → Museums
- → Company Showrooms
- → Digital Signage
- → Interactive Exhibition Displays
- → Digital Advertising
- → Safety Panel Information
- → Wayfinding
- → Theme Park Entertainment
- → Retail Promotion
- → Digital Menu Boards

Already Got The Display ?

ViewStreams™ are Digital View's range of dedicated digital media players. Easy-to-use, the ViewStreams™ offer highly reliable performance, low cost, interactivity, remote content update and a range of device control options.

Over 150,000 ViewStreams™ have been delivered across the globe, in projects across Retail Media, Digital Signage, Museums and A/V sectors. Not only opening up interesting new market opportunities for video - but also replacing unreliable tape-based, DVD-based & PC-based installations in existing applications.

- ✓ Hi-Definition
- ✓ Synchronization
- ✓ Networkable
- ✓ Interactive
- ✓ 3 Year Warranty
- ✓ Low Power
- ✓ Cost Effective
- ✓ Compact
- ✓ Wireless

ViewStream™ Digital Media Players

Specification Comparison

	Stand-Alone	Networkable	Networkable
	ViewStream™ 300	ViewStream™ 500	ViewStream™ 700
	USB Update	HD USB Update	HD Dual Core
Stand Alone	✓		
Networked		✓	✓
MPEG-1/2	720 x 480, 720 x 576	1920 x 1080	1920 x 1080
MPEG-4	720 x 480, 720 x 576	1920 x 1080	1920 x 1080
MOV	-	1920 x 1080	1920 x 1080
WMV	-	1920 x 1080	1920 x 1080
JPEG	1280 x 960	1920 x 1080	1920 x 1080
S-Video out	✓	✓	-
Composite out	✓	✓	-
Audio out	✓	✓	✓
VGA - 1280 x 720	✓	✓	✓
VGA - 640 x 480	✓	✓	✓
Component out (YPbPr)	✓	✓	-
HDMI out	-	✓	✓
DVI out	-	✓	✓
Compact Flash Support	✓	✓	-
SD Card Support	-	-	-
USB Client Support	-	-	-
USB Host Support	Yes 1 port	Yes 1 Port	Yes 1 Port
SATA Hard Drive Storage	-	-	✓
Alpha-numeric file play	✓	✓	✓
Playlist support	✓	✓	✓
Scheduling	✓	✓	✓
Motion sensor	✓	✓	✓
Touch screen	✓	✓	✓
External buttons	✓	✓	✓
Data capture	✓	✓	✓
Manual control	✓	✓	✓
Firmware upgrade	✓	✓	✓
RS-232 input/output	✓	✓	✓
Barcode scanner support	✓	✓	✓
IR control	✓	✓	✓

Already Got The Player ?

46" - Monitor

32" - Monitor

21.5" - Monitor

15.6" - Monitor

Digital View's
Range of Monitors

Designed for digital signage, instrumentation, control rooms and CCTV applications - Digital View's ruggedized monitors offer reliable, crystal clear high resolution images, with direct connection to DVI, VGA, S-Video or Composite input sources, and options for HDMI & HD-SDI.

The monitors incorporate Digital View's own industrial grade LCD interface electronics, used across the world in defense, medical and industrial monitor applications. The powdered aluminum enclosures are designed to ensure long life, with environmental temperature control and rugged fixings.

Key Features :

- → Color & Customization Options
- → Media Player Integration
- → Ambient Backlight Control
- → Media Failover
- → Ultra-Low Power Standby
- → Multiple Inputs (***HD-SDI Option***)
- → Audience Measurement Integration
- → Ethernet & RS-232 Control
- → DisplayMark
- → Industry Grade Power Supply

10.2" - Monitor with
Optional Desktop Stand

HD-SDI

Option Available

The Software - DV-Studio
Creating Playlists

DV-STUDIO 2

Just like an iPod - digital signage systems play content in PLAYLISTS. These playlists can be simple lists of media files programmed to play one after the other - or more complex interactive paths, where different file plays are controlled by particular triggers or selections. These playlists can also be SCHEDULED to play at different times of day or specific days of the week. They can MIXED with other playlists so that different media can play across different parts of a digital sign at the same time. They then all need to be collected together and set up to play correctly on the chosen digital signage system (perhaps in portrait or landscape, HD or SD, standard or widescreen).

Playlists are made up of media files. These media files can be

- → MOVIES (MPEG / MOV / WMV files) or
- → PICTURES (JPEG) or
- → TEXT (RSS).

Managing all these files, handling the content and creating these playlists is done within Digital View's DV-Studio software package. DV-Studio is a FREE software utility for either PC or MAC that gives users complete creative control of the VideoFlyer and ViewStream products.

Compatible with both stand alone and connected ViewStream™ digital media players - DV-Studio manages the different content update utilities - including USB update, DV-Connect for LAN and DV-SYNC for internet-based digital signage applications.

DV-Studio for PC

DV-Studio for Mac

DV-Studio - In Action

Create Interactive Playlists

Programme Your Buttons

DV-Studio provides a clean and easy-to-use interface for creating PLAYLISTS. The mechanism allows you to import media, check it is the right format, preview the content and generate the playlists. Playlists can be simple 'looping' media, or offer multi-level interactivity, where external triggers can be set to play specific tracks, or touch screen hot-spots created.

Schedule Your Playback

Deploy Your Content !

The scheduling function allows you to set different playlists to play at different times of the day, or on different days of the week. When all the playlists have been created, DV-Studio then offers you the possibility to DEPLOY the content in a number of different ways. To flash card, to USB stick, to FTP server or direct to the digital sign or media player.

Deploying Content
The Options

Network
Signage

Network Update...
Content can be securely uploaded to single or multiple displays remotely via internal or internet based ethernet networks.

Wireless Update...
If wired ethernet isn't available - then there are the options of Wi-Fi or 3G mobile communications for remote content update.

CF Card Updates...
Media content is stored on solid state compact flash memory cards. Remove the protective cover and these cards can be easily swapped,

USB Flash Drive Updates...
With your CF card already inserted. There's no need to unscrew the cover just insert a pre-loaded USB stick and content is automatically uploaded.

Stand-Alone
Keeping it Simple

There is a lot to be said for keeping digital signage installations as simple as possible - reducing installation costs and cutting the cost and complexity of the IT infrastructure and maintenance. In many cases it may also not be necessary or financially viable to build a remotely updateable network. A large proportion of digital signage applications have pre-loaded content that doesn't change very often. In these situations, the client will find many advantages to updating the content manually. Digital View has implemented thousands of non-connected signage projects and has developed a strong suite of software and accessories to support all aspects of stand-alone digital signage

Manual update is suitable for sites where:

- → Content does not need to be updated frequently
- → Costs / feasibility of implementing a network outweigh benefits
- → Company reps regularly attend remote sites - 'Sneaker Net'

Manual update offers significant client benefits:

- → Non-networked hardware is less expensive
- → Less IT infrastructure required = cheaper & more reliable
- → Simple installation – no telecoms or network expertise required
- → No on-going software costs

Manual Update Methods:

- → USB Update : the ViewStream™ & VideoFlyers™ can be updated by inserting a pre-loaded USB memory stick into the player. They will automatically read the USB stick and update any new content and re-start.

- → Flash Card : the media players run on solid state compact flash memory. This memory is accessible from the side of the product and can be removed and manually exchanged.

Note: The USB and Flash Memory Card ports are secured to prevent tampering

Getting Networked
The Options

Connected or Networked digital signage allows clients to update content to multiple displays remotely at the push of a button. Connected networks enable content to be time relevant. They also allow clients to collect real-time reports on network compliance – providing alarms when screens are switched off or not working.

Digital View offers a range of simple alternatives for networked digital signage;

INTRANET : DV-Connect ('PUSH')

DV-Connect allows clients to set up signage on their internal network infrastructure. Each display is assigned an IP address and users simply drag and drop ('push') content files into the relevant media folder.

DV-Connect allows users to group multiple players together, to enable single update of multiple players. It also allows for the scheduling of content updates, so they can be sent at specific times.

Suitable for clients working within a local area network (LAN) or intranet - thereby avoiding network external firewalls and potential 3rd party screen hacks.

INTERNET : DV-Sync ('PULL')

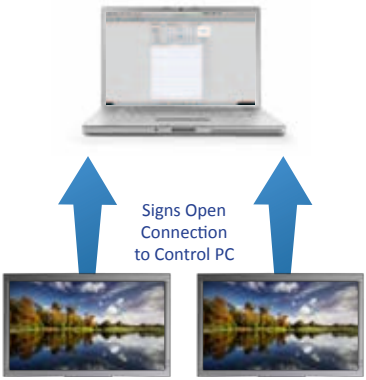
DV-Sync is specifically suited to internet applications , where players are located in remote locations beyond a local area network or large internal networks.

Using **DV-Sync** signs are programmed to connect outwards, routing to a specific identified folder on a central PC or Server. If the sign finds that new content has been assigned to its folder, it then downloads the media ('pull').

The signs can be set to contact the central PC as often as required – automatically downloading content, and sending back compliance data from the field.

DV-CONNECT - Control Mac/PC
Opens Connection To Signage & Edits Playlist

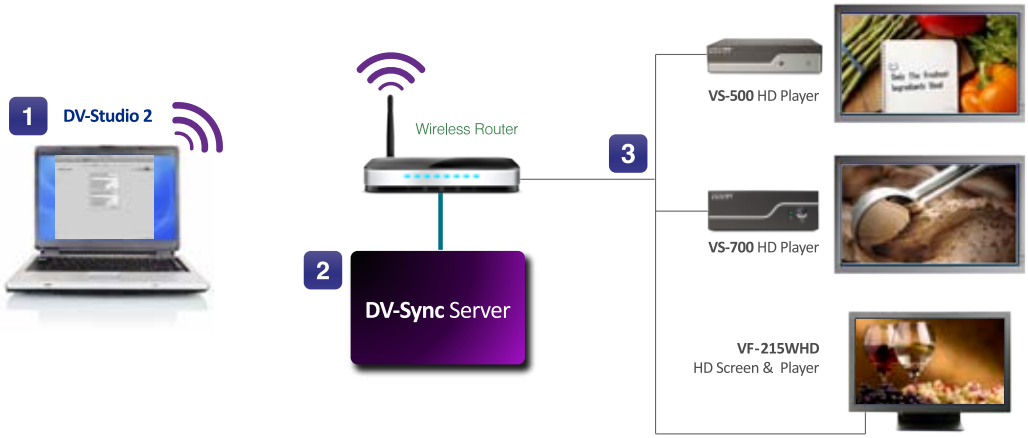
DV-SYNC - Control Mac/PC
Edits Playlist



The Easy Way
'Digital Signage In-A-Box'

If you want a simple way to set up your own Digital Signage network, running your own in-house infrastructure and servers, then Digital View offer a 'ready made' off-the-shelf solution. Our 'Signage In-A-Box' kit is specifically designed for retail, office or public environments. Order as many digital signage displays or media players as you need and Digital View will specify, supply and pre-configure the full network infrastructure including the server to work out-of-the-box.

Simply plug the digital signs and server into your existing local area network, they will automatically register themselves and be ready to start playing content.



1

The user can create playlists and schedule media content on his own computer using DV-Studio. Content is then deployed to the DV-Sync Server on the user's internal network.

Users can manage multiple DV-Sync Servers in multiple locations from a single site - creating their own virtual wide area digital signage network.

2

The media server runs Digital View's DV-SYNC software, which is totally scalable and can be configured to run as many digital signs or media players as required, with no ongoing license costs or monthly fees.

The DV-Sync server is pre-configured to recognise the digital signs and automatically communicate with them.

3

The DV-SYNC application controls the distribution of digital signage media content across the network. It uses FTP technology to deliver media scheduling and to collect content play-out and compliance data from the digital signs or media players.

The media players will then play the content as instructed, whilst regularly checking the DVSYNC server for any media updates.

Large Scale Digital Signage Networks
The Options

Large scale online Digital Signage Networks may require complex content management capabilities - enabling more detailed campaign planning, content previewing, open-user interfaces and billing modules.

For these applications customers have 2 options:

IN-HOUSE

There are some simple options to create your own CMS, giving you the freedom to create the system exactly as you need it and to build your network on your own IP & financial terms.

Develop Your Own Custom CMS:

Digital View's DV-SYNC is offered with a full developers kit (and API) that allows users to customize their own applications around the basic file and folder structure.

Customize with a DV Development Partner

Digital View has a selection of software development partners, who can work with clients to assist in the development of their own customized CMS solution.

OUT-SOURCE

There are a range of ready-made highly developed 3rd party dedicated digital signage Content Management Systems available on the market, allowing you to simply 'plug & play'.

Recommended Partners :

Digital View recommend BEN; a full service, hosted online SaaS CMS solution provided by FTP Concepts. BEN currently handles over 20 networks and many thousand screens across the globe.

3rd Party Software Providers:

Digital View hardware is also compatible with a range of other 3rd party CMS systems. Digital View can supply either pre-approved hardware for customer set-up or pre-loaded solutions.

SCALA · delivering digital · signagelive · BroadSign · C-nario · dynamax · acquire · EnQii

BEN : Online Content Management

Online CMS systems - often described as SaaS solutions (Software As A Service) - offer users a complete online mechanism for controlling large scale digital signage mechanism. Using a browser on any computer - network managers can log into a secure online portal and access their own signage and media players.

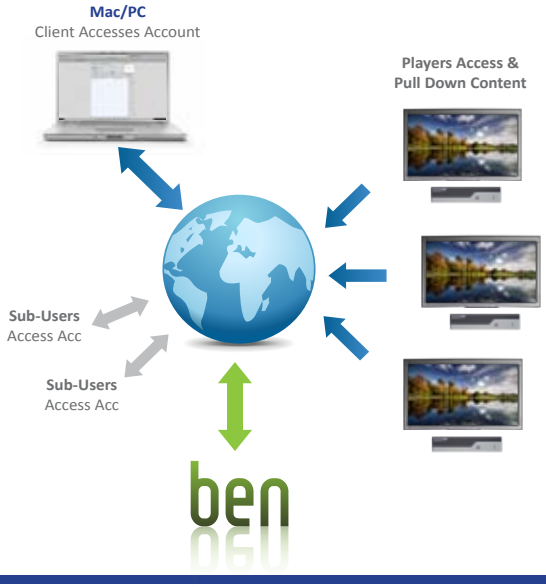
The benefits of online CMS systems are that:

- → Multiple users can access the same account from any PC anywhere.
- → Different users can have different User Interfaces - allowing them to have different levels of control and access.
- → Users can share resources with other network owners - cutting the costs of server infrastructure or media libraries.
- → The system is fully hosted and optimized for security, bandwidth, compliance and technical efficiency.
- → The infrastructure can be infinitely scaled.

The Digital View recommended BEN solution is a fully hosted solution – where for an annual fee per connected display, FTP Concepts manage all the server infrastructure, bandwidth availability, software customization and support. The system offers a cost effective mechanism for multiple levels of scheduling control, content groups, field data reporting, content library management, template content creation, local playlist creation and a whole host of bolt-on customizable applications for clients.

The **BEN** system can be branded to any customer – and integrated with a range of 3rd party applications. It is the ideal management solution for large scale digital signage networks.

ben Hosted CMS



Working With Content
Building Applications

Functions within DV-Studio also enable a range of specific value-added applications:

Templates :

DV-Studio offers a number of pre-configured templates to enable the easy creation of split screen applications for hotel lobbies and leisure facilities on any Digital View VideoFlyer or ViewStream.

Video Walls :

DV-Studio makes it easy to create the synchronized media files necessary to make video appear to flow effortlessly across multiple displays in a video wall or digital menu board application.

Device Control :

DV-Studio enables the association of RS-232 commands to specific media files, allowing AMX / CRESTRON (or barcode) systems to control media playback on any Digital View VideoFlyer or ViewStream.

Application Example
Digital Customer Questionnaire

Getting feedback from customers is a key part of improving customer services in any retail or hospitality environment. Traditionally this means either employing field agents to ask questions, or leaving 'Comment Boxes" around your outlet.

Digital View's interactive desktop VideoFlyers offers an extremely functional and low cost digital surveying alternative. Easy to set up and quick to review.

Ideal For :

Hotel Reception
Travel Agents
Leisure Facilities
Museums
Retail

Any Point in the Journey...

Digital View's desktop VideoFlyers are compact, small and easy to place at different points along the customer journey. Meaning that surveys can be taken where ever there maybe moments of downtime (such as in a check-out queue or waiting area).

Digital Questions & Digital Answers...

Questionnaire content is easy to generate using Digital View's DV-Studio content creation tools. The questions can be quickly programed into a simple interactive playlist, where they can arranged to deliver a range of different question and answer outcomes. Content can be quickly adjusted and changed by local staff to reflect specific events or for daily relevance.

Easy To Review...

Each Interactive selection is recorded in the VideoFlyer's internal memory. By simply inserting a USB stick, all the different answers can be quickly downloaded and analyzed in DV-Studio. DV-Studio's analytic tool enables trend graphs and charts to be viewed and printed for comparison.

Adding Touch Screen or Interactivity...

All the VideoFlyers™ are supplied with the option of multi-level interactive touch screens. The touch screen allows users to access different media tracks by pressing the screen and selecting the appropriate option.

For Wayfinding & internet enabled kiosks - then full screen standard touch panels are used. For more simple interactive applications - such as for museum, retail or customer surveying applications - Digital View recommends the supply of segmented touch panels - which create simplified interactive triggers.

ITO Touch - Smaller Format Displays

The standard Digital View solution uses a segmented ITO touch screen. This offers 8 different options at each level - in a fixed template. The content needs to be created to align behind the different sections of the template. Fixed segment 'push button' touch screens have the benefit of offering instantaneous file playback - there is no processing delay as the appropriate track is sourced.

For retail and museum applications - instant content playback is critical to retaining customer interest. The media is programmed using DV-Studio - supporting upto 3000 different media tracks.

Analog Touch - Larger Format Displays

Digital View's standard large format solution is to supply Resistive touch overlays.

While this combination is more expensive than the standard ITO touch solution there are a number of specific advantages;

- → The active touch area is not divided, it appears as one continuous physical area across the entire screen
- → This offers 8, 12 or 24 different actions at each level - offering a large range of interactive options
- → Commercial touch screens offer a range of display sizes and finishes (ie anti-reflective or anti-glare) and enhanced levels of durability

The DV Analog Touch Screen Controller is a small PCB utilizing a micro-controller to convert screen touches into commands formatted for the MS controller. The controller is provided with both serial and parallel interfaces to provide a choice of interfacing. Digital View supports pre-configured cables for a range of Microtouch touch screens.

Interactive Options & Accessories

Buttons

8-Pin buttons can plug into all our ViewStream Media Players & VideoFlyer units. Make them push that button!

Motion Sensor

Triggers your content when someone approaches. For example to prevent audio being on all the time does, the motion sensor can start the audio track only when a customer is present.

Barcode Scanner

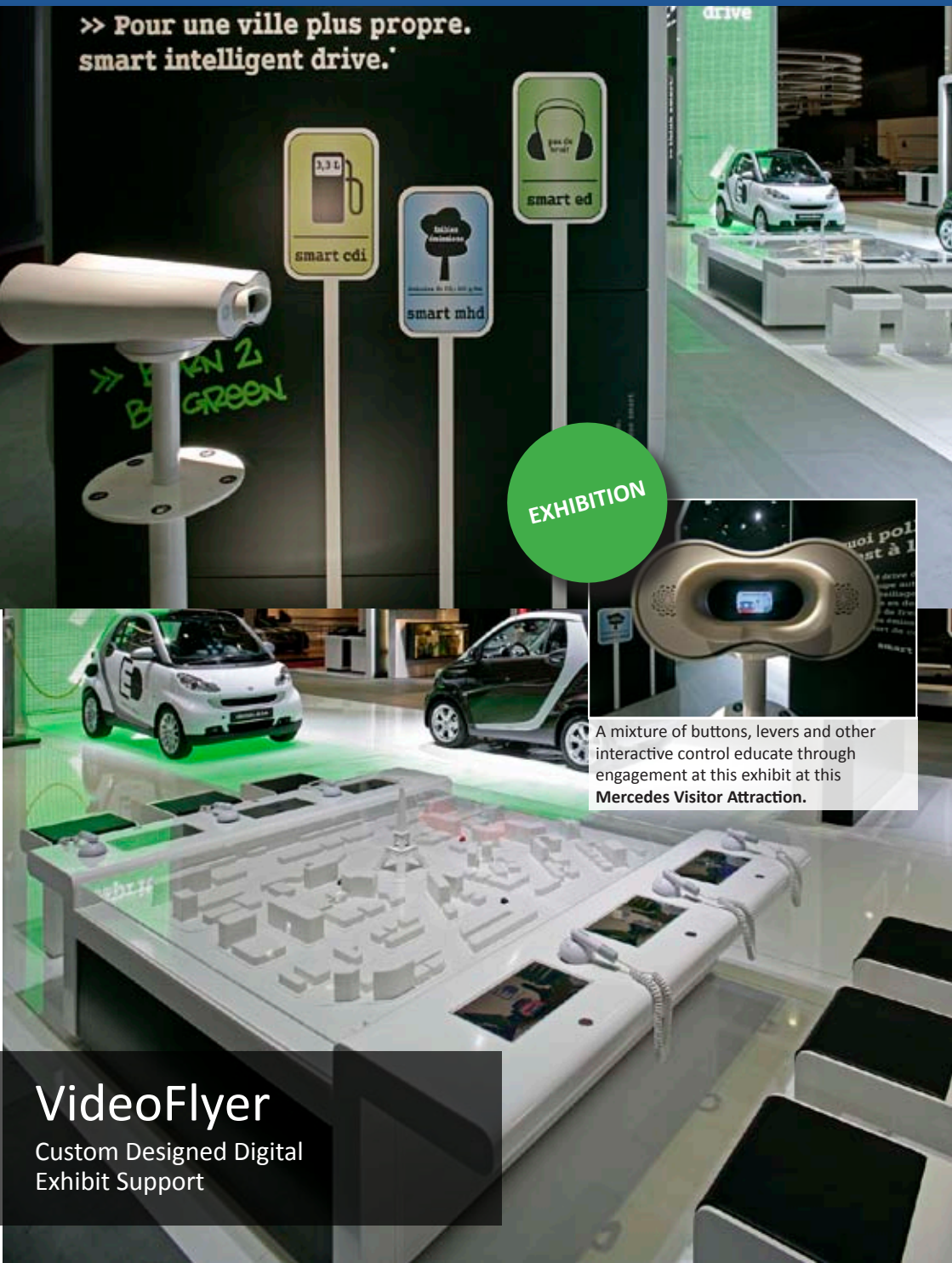
The barcode scanner connects to the ViewStream™ Media Player via the RS-232 port making it possible to assign media tracks with unique barcodes, which are triggered and played when the associated barcode is scanned.

ViewStream™ Keypad

This is a numeric keypad for track selection. It works with the ViewStream™ RS-232 port and can call up JPEG's or videos using assigned codes. Very easy to use and a great way of providing interactivity

Interactive Anti-Theft

Dedicated product cradles can trigger different video tracks when the item is picked up. Will also activate the alarm system if someone tries to run out of the door with your product. Ideal for retail and museum exhibits.



A mixture of buttons, levers and other interactive control educate through engagement at this exhibit at this **Mercedes Visitor Attraction.**

VideoFlyer

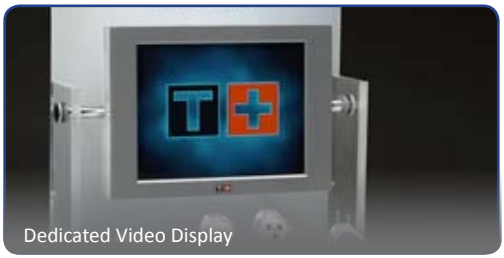
Custom Designed Digital Exhibit Support

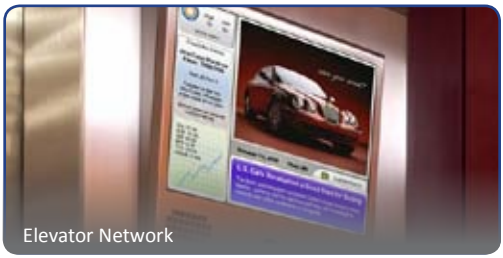
Creating Your Own Look & Feel...

Digital View also undertakes the design of custom VideoFlyers™. If you want your digital sign for a specific environment or to compliment specific branding - then Digital View offers a complete, cost-effective design and manufacturing service.

London Underground

Chemist Network


Dedicated Video Display


Elevator Network

Design - Realize - Deliver

Alongside our renowned engineering expertise - Digital View is also an established manufacturer, producing a wide range of display related products.

At component level, Digital View manufacturers over 100,000 boards annually – managing the process from design, supply, manufacture and quality assurance, to packing, shipping, warranty and support.

With our existing manufacturing relationships, our local presence, our LCD expertise and our specialist high quality, short run production experience, Digital View is ideally positioned to offer additional cost effective system-level production out-sourcing to our digital signage customers.

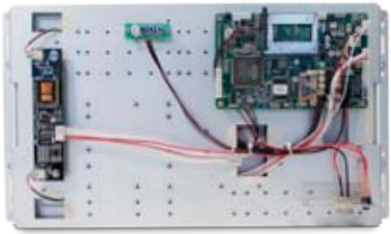
- → Established Production Team
- → High Quality Display Expertise
- → Small Production Run Experience
- → Low Cost Asian Manufacturing Base

Build Your Own
Drop-In Open Frame Chassis

VideoFlyers or Monitors without the enclosure, mounted as a kit onto a metal chassis for integration into a custom housing. Open Frames offer all the core benefits of the standard Digital View product, but enable the user to build and design their own enclosure and display solutions.

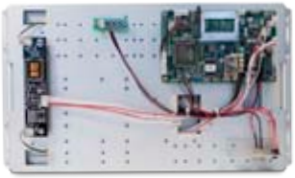
Options for Displaymark, light sensors, temperature sensors & wireless integration

VF-215W



VF-215W-OF OpenFrame

VF-150W



VF-150W-OF OpenFrame

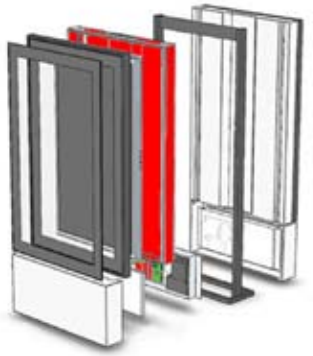
VF-100W

VF-100W-OF OpenFrame

Integre Plates & Components

The Integre

Pre-configured kitting system for display integrators, with all interfacing, cabling power supplies, fans & thermal management components pre-mounted onto a metal base plate. Each Integre plate is designed to fit directly onto the mounting holes of a specific large format display. Sizes range from 36” to 70” diagonal.



The Components

Digital View supplies all the media players as discrete components for OEM equipment manufacturers to build up their white-label systems.

M3-310 solid state media player with direct drive interface enabling direct connection to LCD panel

Accessorize Your System

3G Modem & Wi-Fi Bridge

For use with the VideoFlyer & ViewStream range. This bridge modem plugs into the Ethernet port and provides both Wi-Fi & 3G Wireless support. This reliable device quickly turns your signage into a truly remote video display system (assuming signal coverage). SIM cards are supplied separately and are subject to cell phone contracts.

Remote Mains Switch

A mains power supply with a built-in mobile phone controlled cut-off and reboot. With 75% of compliance issues within digital signage networks relating back to power issues or system hangs – being able to control and re-boot systems remotely by simply dialing the Digital View Remote Mains Switch offers a fast and cost-effective way of getting your systems back online. SIM cards are supplied separately and are subject to cell phone contracts.

Audience Measurement

In partnership with QuiVidi, Digital View supplies a complete audience measurement system for its digital signage applications. The system includes a special camera and media player to record the number, gender and age of everyone who approaches and views the digital sign. The system collects data and transmits it back to a central online analysis tool for quick review and reporting to media clients.

DisplayMark

The DisplayMark controller provides independent validation that a monitor is currently displaying the requested video images. Utilizing a combination of pattern recognition coupled with signal validation, the DisplayMark controller provides positive confirmation of video image. Ideal for Digital Signage applications such as Public Information and Digital Advertising. DisplayMark provides remote verification of system up time and opportunity to see.

VideoFlyer - User Accessories

VideoFlyer™ Desktop Stand

Can be used with all our VideoFlyers via the VESA screws on the back of the screen. Quickly set up your VideoFlyer on any flat surface which can also be bolted down for extra security.

VESA Mounting Kit

For a simple install option - Digital View has created a VESA mounting kit supplied with specially shortened connecting cables. Ideal for quickly turning any existing monitor into a digital signage display.

DV Remote

Designed to work specifically with ViewStream™ Media Players, the remote control unit supports Infra-red control of devices, allowing all standard media player controls and OSD setup controls.

USB / CF Cards

Digital View supplies a range of specially optimized compact flash and USB drives in all memory sizes. These solid state memory devices are at the heart of Digital View's ultra-reliable digital signs and media players.

VideoFlyer™ Features & Benefits

Fit For Purpose	The VideoFlyer™ high quality display & media player combinations are built into robust commercial enclosures - designed for 24/7 playback in retail, museum & professional environments
Reduced Cabling	The VideoFlyer™ all-in-one enclosure means no extra cabling between player & screen - giving less potential points of failure & easy integration.
Touch Screen Options	The VideoFlyers™ are all supplied with the option of integrated touch screens - offering full customer interactivity and media playback control.
High Quality Images	The VideoFlyers™ support upto full 1080P/60 High Definition media content - providing Blue-Ray standard media playback.
Range Of Sizes	The VideoFlyers™ are offered in a range of sizes from 7" to 20" - with media and design compatibility and consistency across the range
Easy Update	The VideoFlyers™ offer easy-update via pre-loaded USB memory sticks. The VideoFlyer automatically read and re-start updating any new content.
Reliability	The VideoFlyers™ are solid state devices that offer bullet-proof reliability - with no mechanical moving parts, no fans - they deliver >5 years 24/7 playback
Plug & Play	The VideoFlyers™ are designed to work straight out of the box. Simply switch the player on, and watch the content play.
Free Digital Signage	The VideoFlyers™ can be supplied with free networking software, to enable the content to be updated over a network or the internet
Instant Response	The interactive functions offer instant response - there is no delay as content is referenced for playout - all content is directly accessed for instant playback
Free Scheduling Support	The VideoFlyers™ are supplied with free scheduling software - which works with an onboard real-time clock to provide complex scheduling functions
Fast Auto-Start	The VideoFlyers™ will auto-start after power up within a matter of seconds. There is no long 'boot up sequence' or 'error messaging'
Data Logging	The VideoFlyers™ record every file play and every interactive selection - this information can be downloaded to a full field media compliance reporting
RS-232 Control	The VideoFlyers™ can be integrated with any RS-232 device, such an AMX or Crestron controlled system - for media control within an A/V solution
Event Trigger	The VideoFlyers™ can also output RS-232 - enabling it to control other RS-232 devices - so a specific action can be triggered when a specific file is played
Flexible File Formats	The VideoFlyers™ can support the full range of MPEG1/2/4, JPEG, AVI, MOV, WMV, BMP, GIF media file formats
Digital Audio Output	The VideoFlyers™ can be supplied with integrated speakers or offer a digital audio output, with professional quality digital over coaxial
Low Power	The VideoFlyers™ operate on less than 2A - with 12VDC output, they offer significant power saving and with no fans means no background noise
Tried & Tested Tech	3rd generation products, over 150,000 Digital View media devices have been sold in a diverse range of applications.
Cost Effective	The VideoFlyers™ are competitively priced, with a low total cost of ownership that guarantees an affordable digital media solution

ViewStream™ Features & Benefits

Reliability	The ViewStream™ players offer bullet-proof reliability - tried and tested for 24/7 video playback. The solid state range have no mechanical moving parts, no fans and are guaranteed for 3 years trouble-free operation.
Quality Images	The ViewStream™ players support upto full 1080P/60 High Definition media content - providing Blue-Ray standard playback.
Fit for Purpose	The ViewStream™ players are dedicated devices for digital media applications, they are designed for tough, non-managed environments.
Plug & Play	The ViewStream™ players are designed to work straight out of the box. Simply switch the player on, and watch the content play.
Easy Update	The ViewStream™ players can be updated by simply inserting a pre-loaded USB memory stick in the player. They automatically update and re-start.
Free Digital Signage	The ViewStream™ players are offered with free networking software, to enable the content to be updated and managed over a network or the internet.
Interactive Options	The ViewStream™ players offer full support for interactive applications - from simple push button, to motion sensor, touch screen & full bar code support.
Instant Response	The interactive functions offer instant response - there is no delay as content is referenced for playout - all content is directly accessed for instant playback.
Easy Installation	The ViewStream™ players are all small form factor, elegantly packaged in lightweight enclosures to ensure easy installation and mounting.
Free Scheduling Software	The ViewStream™ players are supplied with free scheduling software - which works with the onboard real-time clock to provide complex scheduling functions.
Fast Auto-Start	The ViewStream™ players will auto-start after power up within a matter of seconds. There is no long 'boot up sequence' or 'on-screen messaging'.
Compliance Reports	The ViewStream™ players record every file play and every interactive selection - this information can be downloaded to a full field media compliance reporting.
Device Control	The ViewStream™ players can be integrated with any RS-232 device, such an AMX or Crestron controlled system - for media control within an A/V solution.
Event Trigger	The ViewStream™ players can also output RS-232 - enabling them to control other RS-232 devices - so a specific action can be triggered when a specific file is played.
Flexible Media Formats	The ViewStream™ players support the full range of MPEG1/2/4, JPEG, AVI, MOV, WMV, BMP, GIF media file formats.
Multiple Outputs	The ViewStream™ players offer Composite, VGA, S-Video, HDMI, YPbPr & DVI connectors and outputs.
Digital Audio Output	The ViewStream™ players offer a digital audio output, with professional quality digital over coaxial in the VS-500 HD player.
Low Power	ViewStream™ players consume only 6W - 75% less than a DVD or Blu-Ray Player and 90% less than a PC. The fanless designs offer silent operation
Tried & Tested	3rd generation products, over 150,000 Viewstream™ players have been sold in a diverse range of applications - with local support in USA, Europe & Asia.
Cost Effective	The ViewStream™ players are competitively priced, with a low total cost of ownership that guarantees an affordable digital media solution.

Network Signage

VideoFlyer - Digital Signs Specs

Playable Formats / Codecs Supported :
MPEG-2 (.mpg) | MPEG-4 DivX (.avi)
MPEG-4 H.264 (.mov .mp4 .ts) | JPEG (.jpg)

Storage:
Compact Flash Card Type 1/2 - All Sizes

Video Resolutions
PAL : 720 x 576 | NTSC : 720 x 480
1280 x 720 | 1920 x 1080

Audio Output :
Stero Output - Internal Speakears (2w)
Stereo Headphone Jack

Environmental :
Operating Temperature : 0°C to 50°C
Relative Humidity : 5% - 95% (Non-Condensing)

On Screen Display (OSD) Functions :
Set Date / Time, Volume, OSD Display

Playback Functions :
Playlist Mode, Simple Playback, Schedule Playback

Interactive Options :
External Buttons, Motion Sensor,
Barcode Scanner, Serial Port Control,
DV-Studio Software

USB Update:
Entire / Partial Update.
Auto Power Cycle after USB plug / unplug

Network Update :
RJ-45 LAN Port
Supports FTP Content Management Software

Power :
12v DC , 4A | 48W

I ♥ HD

VideoFlyer - Desktop Presenter Specs

Playable Formats / Codecs Supported :
MPEG-2 (.mpg) | MPEG-4 DivX (.avi) | JPEG (.jpg)

Storage:
Compact Flash Card Type 1/2 - All Sizes

Video Resolutions
PAL : 720 x 576
NTSC : 720 x 480

Audio Output :
Stero Output - Internal Speakears (2w)
Stereo Headphone Jack

Environmental :
Operating Temperature : 0°C to 50°C
Relative Humidity : 5% - 95% (Non-Condensing)

On Screen Display (OSD) Functions :
Set Date / Time, Volume, OSD Display

Playback Functions:
Play, Stop, Pause, Repeat, Next Track, Volume, Loop, Auto, Program Mode

Interactive Options :
External Buttons, Motion Sensor, Touch Screen, Barcode Scanner Serial Port Control, DV-Studio Software

USB Update:
Entire / Partial Update.
Auto Power Cycle after USB plug / unplug

Power :
12v DC, 4A | 24W

Network Signage

ViewStream™ 700

VS-700 HD Dual Core

The ViewStream™ 700 (VS-700) is a DUAL CORE digital multimedia player designed for playback of HD video, audio and still images. Supplied either with LINUX (VS-700L) or an EMBEDDED WINDOWS (VS-700W) operating system, the VS-700 is ideal for retrofitting existing digital signage installations or connecting to existing High Definition TV, LCD & Plasma screens.

Key Features:

- → Video can be displayed on LCD and Plasma TV's supporting HDMI / DVI / VGA with 1920 x 1080p.
- → SATA hard drive with 120GB storage size
- → Network connectivity for remote content upload over local area networks or the internet
- → LINUX operating system compatible with full ViewStream & DV-Studio functionality.
- → EMBEDDED WINDOWS operating system, compatible with 3rd Party Digital Signage CMS

Ordering Options:

P/N 586004500-3 **VS-700L** (Cased Linux Version)
P/N 586004510-3 **VS-700W** (Cased Windows Version)

Ready For:

SCALA · dd delivering digital · signagelive · BroadSign · C-nario · dynamax · acquire · EnQii

I ♥ HD

Network Signage

ViewStream™ 500

VS-500 HD - USB Update

The ViewStream™ 500 (VS-500) is a SOLID STATE digital video and audio player designed for HDMI playback of 1080P/60 MPEG and high resolution still pictures on HDTV and LCD monitors in commercial environments. The videos and pictures are stored and played directly from a solid state Compact Flash memory card.

Key Features:

- → MPEG 1, 2 (PS-TS), 4 (DivX, XviD, AVC/ H.264), Quicktime, Windows Media (VC1), JPEG
- → Network connectivity for remote content upload over local area networks or the internet
- → Supports 1080p /60
- → Video tracks play according to a playlist created in DV-Studio or Alphanumeric order
- → Content updated automatically from a USB stick & retrieval of the stored Data Log files
- → RS-232 Serial Port Supports a wide range of input / output devices

Ordering Options:

P/N 587180410-3	**VS-500** Bulk Pack (Inc: PSU and Mains Lead)
P/N 587180110-3	**VS-500** Promo Pack (Inc: PSU, Mains Lead & Connecting Cables)
P/N 4171800xx-3	**RM-DN5** (Board Only / Integrator Option)
P/N 587180510-8	**VS-520 Wi-Fi** Bulk Pack (inc: PSU & Mains Lead)
P/N 587180510-8	**VS-520 Wi-Fi** Promo Pack (inc: PSU, Mains Lead & Connecting Cables)

Available with **Wi-Fi**

The built in Wi-Fi module means no additional cabling - and content and media can be easily controlled either through a local area network or using our free digital signage software - DV Studio

I ♥ HD

ViewStream™ 300

VS-300 - USB Update

The ViewStream™ 300 (VS-300) is a SOLID STATE device designed for the playback of MPEG-1, 2, & 4, JPEG, and MP3 files on video monitors in commercial environments. The files are stored and played directly from a solid state Compact Flash memory card.

Key Features:

- → MPEG 1, 2, 4 MPEG Stills, MP3 and JPEG file formats
- → Content updated automatically from a USB stick & retrieval of the stored Data Log files
- → RS-232 Serial Port Supports a wide range of input / output devices
- → Easy-Synchronisation of multiple players via simple RS-232 connection
- → Video tracks can be scheduled with time controlled playout or interactivity using DV-Studio

Ordering Options:

P/N 587160000-3 **VS-300** (Cased Version)
P/N 417160000-3 **M3-300** (Board Only / Integrator Option)

Keep it Simple

The ViewStream™ Media Players continually capture date when operating. These files can be read as TEXT FILES on any computer. The data can be used to provide a complete compliance report on media playback - or alternatively to assess which interactive options are generating the most user interest.

Benefits of **Solid State Players**

The majority of the Digital View ViewStream™ players are dedicated SOLID STATE devices - solid state architecture offers a range of advantages over other methods of displaying video content.

- → Reliable
- → Low Carbon Footprint
- → Free Software
- → Long Lifetime
- → Instant Playback
- → Cost Effective

This table compares the differences between using Digital View solid state players and standard PC's, DVD's & VHS systems.

	Digital View Media Player	Standard Signage PC	DVD Player	VHS Player
Storage	Solid State Flash Memory	Spinning Hard Disk Drive	Spinning DVD Drive	Tape
Image Quality	Constant	Constant	Disks Easily Damaged	Tape Degrades Over Time
Noise	Silent	Fan Noise	Silent	Drive / Rewind Noise
Control Mechanism	Automatic	Keyboard	Menu / Infra-red	Button / Infra Red
Operating System	Dedicated	Windows	Dedicated	None
Cost of O/S	Free	License Fee	Free	Free
Power Consumption	Low <25W	High > 100W	Low <25w	Low <25w
Size	Small 210x150mm	Medium to large	Medium to Large	Medium to Large
Weight	From 250g	Typically heavier	Typically Heavier	Typically Heavier
Start Up Time	Instant	2 Minute Boot Up	1 Minute Boot Up	Seconds
Response Time	Instant	Processing Time	Processing Time	Not Interactive
Life Time	100,000 Playing Hours	30,000 Playing Hours	30,000 Playing Hours	1000 Plays
Warranty	3 Years	1 Year	1 Year	1 Year
Functionality	Dedicated	General	Dedicated	Dedicated
Media Support	Designed for 24/7 playback	Not Designed for Constant Playback	Not Designed for Constant Playback	Not Designed for Constant Playback
Decoder	Hardware	Software	Hardware	n/a
Formats	All - But Limited Flash	All with High Power CPU	DVD Formats Only	Low Quality VHS Format Only
Interactivity	Interactive - But Not Internet	All inc Internet	Limited Button Support	Not Available
Touch Screen	No additional software required	Additional Software Required	Not Available	Not Available
Available 'Board Only' Integration	Yes	Not Available	Not Available	Not Available
Networking	No Additional Software Required	Additional Software Available	Not Available	Not Available
O/S Upgrade	Downloadable	Re-Install	Not Available	Not Available
Installation	Plug & Play	Set Up Required	Plug & Play	Plug & Play
Cost	Low Cost	Medium to High	Low Cost	Low Cost

Video Processors & Scalers

The AVX-1920 family are advanced network controlled video scaler devices that offer full picture-in-picture support and high bandwidth, high definition video processing and conversion. Designed for the Pro-A/V market – these products offer advanced application options on image control and media playback for applications across a range of market sectors.

The AVX-1920 allows users to combine multiple inputs from a range of HDMI, DVI-D, ARGB, Component Video, Composite S-Video sources - and convert them for optimum picture quality and resolution on any given display, projector or video wall. Processing 10-Bit (1 billion colors) upto 1080p – the core AVX-1920 offers professional grade color management with advanced 3D noise reduction, 3:2 pull-down and a range of de-interlacing modes and phase clock adjustments for enhanced fine-tuning.

The integrated **Digital View Pro-Control™ Suite** of image processing features then overlays 10 years worth of high end engineering know-how into a host of superior image manipulation and processing capabilities.

- → **Picture-In-Picture support** - display any of two inputs simultaneously, in a window, side-by-side, or overlaid.
- → **Image Zoom** – zoom into an image, or pre-set image portions to multiple displays.
- → **Image Freeze** - stop and pause the image, for security or continuity inspection.
- → **On-Screen Markers** – overscan, AFD & other broadcast, military or medical overlays
- → **Color Calibration** – non-linear adjustment of luminence across the range for high end professional video & defense applications.
- → **Text-Overlay** – drive on-screen messages on their display through the AVX OSD menu.

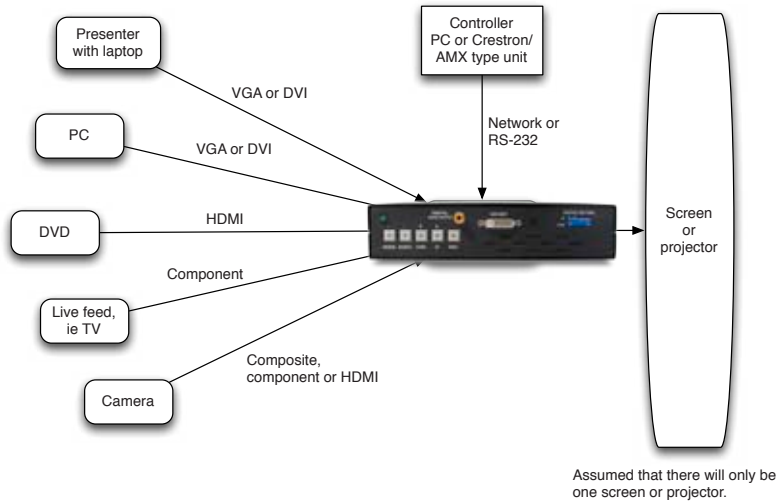
The functionality can all be controlled remotely – through Infra-Red, RS-232 or via an on-board IP network interface – with both direct browser and DCHP PC utility support.

Quick Guide

	AVX-1920|H	AVX-1920|D	AVX-1920|R
	HDMI Version	**DVI-D Version**	**Rack Version**
Multiple Video Inputs	✓	✓	✓
Pro-Control™ Image Processing	✓	✓	✓
HDMI Out	✓	-	✓
DVI-D Out	-	✓	✓
Multiple Audio Channels	-	-	✓
Network Control	✓	✓	✓

Find **Video Processors & Scalers** in:

- → Board Rooms
- → Lecture Theaters
- → Presentation Suites
- → Show Rooms
- → Houses of Worship
- → Entertainment Systems



Signal Converters

DVC-Rx HD/SD-SDI to HDMI Converter

The DVC-Rx converts HD/SD-SDI (HD, SD) signals to HDMI for driving HDMI monitors. The DVC-Rx provides loop through outputs for “daisy chaining” multiple monitors or other equipment to the same HD-SDI source. Fully compliant with the SMPTE 259M-C, SMPTE 292M, SMPTE 296 standards. The LED’s indicate input port status and the slide switch provides selection between the two inputs.

DVC-3GRx 3G/HD/SD-SDI to HDMI Converter

The DVC-3GRx converts 3G/HD/SD-SDI (SD, HD and 3G) signal to HDMI for driving HDMI monitors. The DVC-3GRx provides re-clocked loop through outputs for “daisy chaining” multiple monitors or other equipments to the same HD-SDI source. It also supports embedded audio. Fully compliant with the SMPTE 259M-C, SMPTE 292M, SMPTE 424M, 425M standards.

DVC-3GTx HDMI to HD/SD-SDI Converter

The DVC-3GTx converts HDMI to HD-SDI for HD-SDI equipment. The DVC-3GTx provides another HDMI output for local monitor connection. Fully compliant with the SMPTE 274M, 296M, 425M (Level A)standards. The LED’s indicates input and output port status.

RS-232 Control Over Networks

The IP-50 provides easy and direct connection to products using networks and the Internet. The IP-50 comes with a standard Ethernet connection, RS-232 interface and on-board fully programmable and customizable web server. It can be used to control and monitor any Digital View RS-232 device remotely.

Users can design and setup their own user interface and functionality or access the expanding portfolio of standard product packages from www.digitalview.com website.

Network Interface:
Ethernet 10BaseT
RJ-45 connector x 1
Supported protocols: IP, TCP, DHCP

RS-232 Interface:
DB9-Female connector x 1
Serial baud rate: 2400 / 9600 / 19200 / 57600 / 115200
Date bits: 8
Parity : none
Stop bits: 1
RS-232: TxD, RxD, GND

Power:
Power input : 7.5V DC
Power consumption : 200mA @7.5V

Environmental:
Operating temperature: 0°C to 50°C
Relative humidity: 5%-95% relative humidity (Non-condensing)

Dimension (mm):
(WxDxH) : 86 x 69 x 24.5

Weight:
130g (net)

Applications include:

- → Digital Signage installations
- → Industrial systems monitoring and control
- → Environmental monitoring
- → Control and monitoring of DV products

Digital View
The Case Studies

Mall Advertising

Double sided large format advertising displays within shopping malls

These 65” Digital Posters have built-in 3G wireless comms to enable easy-update of ad content. One side offers media advertising, the other interactive wayfinding.

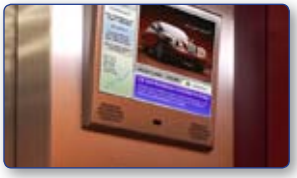
Transit Advertising

Digital out-of-home advertising opportunities

CBS Outdoor uses Digital Posters in the escalators of the London Underground to create the unique ‘Image Flow’ advertising medium across multiple screens

Digital Signage

Corporate media and smaller format advertising panels



Elevator Channel combines a mix of formats on the VideoFlyers to split screen formats, ticker images and multiple screen zones

Digital Menu Boards

Video menu systems, with synchronized content

In Ohio State University the food court is using the ViewStreams to provide electronic menu boards to offer greater control and faster turnaround with menu choices

Wayfinding

Directional signage and emergency messaging

MTR Airport Express uses the VideoFlyers to display travel and directional information for passengers heading from Central to the Airport

Retail Theater

High concept retail environments with controller video applications

Nine West is using a clever combination of stylishly designed merchandising with synchronized ViewStream media players

Retail Promotion

Window, Aisle & Shelf-mounted displays promoting products with rich media

Tissot used the VideoFlyer in window retail displays for watches. Displaying a loop of life-style imagery for its wrist-watch range

Interactive Product Selector

Video based catalogs for product information and retail decision support

Nokia installed in Carphone Warehouse stores, a mix format VideoFlyer solution offering interactive button and touch screen control displaying phone features

Product Demo

Explain product features

Byron use the ViewStreams to cover all the many features and ring variations of its different bell products. These are installed across Europe's DIY stores

Company Showroom

Exciting video presentations and mixed format implementations

This Smart Car showroom is using the ViewStreams in a purpose built pair of binoculars to create a unique visual experience in the car showroom

Audio Store

Audio-only systems for retail, museums & public spaces

The ViewStream products can be used to play and control audio only experiences.

Digital Docent

Video information at galleries and shows

Museum of Culture in Hong Kong uses the VideoFlyers with touch screen to provide exhibit information in digital format

Museum Video Store

Bringing museum exhibits alive

Natural History Museum uses Digital View ViewStream media players to show HD quality rich video media images alongside its permanent exhibitions in London

Interactive Exhibition Displays

Buttons, levers, motion sensors, interactive floor mats, touch screens and other experience installations

A mixture of physical interactivity controls these displays within London's Science Museum – bringing the exhibit alive and educating through engagement

Exhibitions / Trade Shows

Imaginative and eye-catching installations on corporate booths

Mercedes trade fair booth used a combination of ViewStream players integrated into desks with LCD screens demonstrating routes around the city

Theme Park Entertainment

Controlled video play-out for entertainment & experiential rides

Kids rides and major theme park experiences use the ViewStream with RS-232 controlled video sequences that happen in time with the experience

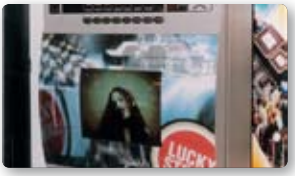
Message Boards

Instant messaging and information

Canadian company Freephone used the ViewStream to display advertising and simple messages to payphone users in shopping malls

Vending Machines

Interactive dispensing and self-service information



Lucky Strike use the ViewStream with RS-232 control mechanisms to promote the eye-catching vending machine and connect different vending choices to different videos

Gaming Systems

Embedded video-based story telling

With most jackpot machines moving from wheels to LCD panels, gaming machines are using ViewStreams to support the games, with smaller panels around the system.

Safety Panel Information

Looping video messaging on safety procedures and instructions

Fire & Safety, or medical equipment or exit instructions use ViewStreams to build looping video and instruction sequences for playback during emergencies

Queue Management

Call forward systems with integrated video messaging

In busy airport environment, VideoFlyer queue management systems are being combined with video messaging systems to provide information and entertainment

Education

Video serving, presentation & teaching support

Lecture theatres and school rooms that require video presentation, can store and network video room-to-room on the ViewStream

Corporate Lobbies

Welcome screens and corporate promotional messaging

Digital View is using the VideoFlyers in its own lobby to provide welcome images and promotional media to visiting customers and suppliers

Digital View
Product IDs

FreeStanding Digital Posters

VF-MALL65/MONO or DUO	65” FreeStanding Digital Poster
VF-MALL55/MONO or DUO	55” FreeStanding Digital Poster
VF-MALL40/MONO or DUO	40” FreeStanding Digital Poster

Wall Mounted Digital Signage

VF-DS46	46” Wall Mounted Digital Signage
VF-DS32	32” Wall Mounted Digital Signage
VF-DS215	21.5” Wall Mounted Digital Signage
VF-DS156	15.6” Wall Mounted Digital Signage

Wall Mounted Digital Posters

VF-DP46	46” Wall Mounted Digital Poster
VF-DP55	55” Wall Mounted Digital Poster
VF-DP215	21.5” Wall Mounted Digital Poster

VideoFlyer™ Desktop

VF-080	8” VideoFlyer (4:3)
VF-100W	10.2” VideoFlyer (16:9)
VF-150	15” VideoFlyer (4:3)
VF-150W	15.6” VideoFlyer (16:9)
VF-215W	21.5” VideoFlyer (16:9)

VideoFlyer™ Desktop w/Touch

VF-080-T	8” VideoFlyer (4:3)
VF-100W-T	10.2” VideoFlyer (16:9)
VF-150-T	15” VideoFlyer (4:3)
VF-150W-T	15.6” VideoFlyer (16:9)
VF-215W-T	21.5” VideoFlyer (16:9)

VideoFlyer™ OpenFrame

VF-080-OF	8” VideoFlyer (4:3)
VF-100W-OF	10.2” VideoFlyer (16:9)
VF-150-OF	15” VideoFlyer (4:3)
VF-150W-OF	15.6” VideoFlyer (16:9)
VF-215W-OF	21.5” VideoFlyer (16:9)
VF-150WHD-OF	15.6” VideoFlyer Network (16:9)
VF-215WHD-OF	21.5” VideoFlyer Network (16:9)

VideoFlyer™ OpenFrame w/Touch

VF-080-OFT	8” VideoFlyer (4:3)
VF-100W-OFT	10.2” VideoFlyer (16:9)
VF-150-OFT	15” VideoFlyer (4:3)
VF-150W-OFT	15.6” VideoFlyer (16:9)
VF-215W-OFT	21.5” VideoFlyer (16:9)
VF-150WHD-OFT	15.6” VideoFlyer Network (16:9)
VF-215WHD-OFT	21.5” VideoFlyer Network (16:9)

ViewStream™ Stand-Alone

VS-100	ViewStream 100 (SD)
VS-300	ViewStream 300 (SD)
VS-500	ViewStream 500 (HD)

ViewStream™ Networkable

VS-520	ViewStream 520 (HD Network)
VS-700	ViewStream 700 (HD Network)
DS-IAB	Digital Signage In-A-Box

Monitors

MON-100W	10.2” Monitor (16:9)
MON-156W	15.6” Monitor (16:9)
MON-215W	21.5” Monitor (16:9)
MON-320W	32” Monitor (16:9)
MON-460W	46” Monitor (16:9)

Processors & Converters

DVC-Rx	HD/SD-SDI to HDMI Converter
DVC-3GRx	3G/HD/SD-SDI to HDMI Converter
DVC-3GTx	HDMI to HD/SD-SDI Converter
AVX-1920/D	Processor & Scaler (DVI)
AVX-1920/H	Processor & Scaler (HDMI)

An Interactive Tour Of The **Natural History Museum...**

With more than 4 million annual visitors and over 20 million exhibits, the Natural History Museum is one of London's best and most famous family days out.

Walking around the maze of galleries in that fine Victorian building, what stands out is how old and new are so seamlessly integrated - how different spaces and exhibits compliment each other, and how the different media all combine to engage with visitors of every age.

Even though many of the main exhibits are permanent - the museum is constantly evolving and renewing the displays to enhance the visitor experience. The challenge for the exhibits team, as in every museum, is delivering all that innovation on next to no budget.

One of the key developments is the move towards more audio and video presentation. New technology is not only making this cheaper to implement - but also more reliable and lower cost to run. Once the hardware is installed, it can nowadays be expected to run for at least 5 years without maintenance. Add to that a pool of willing creative talent in local universities happy to churn out engaging content in exchange for a line on their resume, and suddenly you have a effective platform for almost constant evolution.

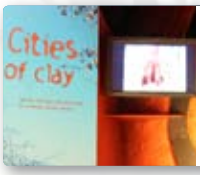
At The Natural History Museum this type of digital presentation is central to their philosophy. They have hundreds of different video displays, projection systems, touch screens and audio tracks running at all times. Cleverly recycling old systems, combining old and new technology and constantly adding neat interactive elements to ensure the delivery of engaging high quality exhibits.

We toured some of their installations with digital presentation technology supplier Digital View to see how The Natural History Museum uses their low cost and extremely flexible digital media players to achieve a host of these different video implementations.

The Digital View products store high quality compressed video and audio in playlists that can run on any display, either all the time or on a schedule. For a museum, the key benefits of this type of technology are that it is compact (size of a paperback book), silent (no fans or moving parts), extremely reliable (designed for 100,000 hours of 24/7 playback) and very affordable (interactive players from just £100).

The flexibility comes from a simple socket on the side, which allows for the connection of different types of interactivity. Buttons, levers, motions sensors, floor mats and touch screens can all be plugged in to trigger different video sequences. Players can be linked together to easily create video walls, and for more complicated requirements a separate serial connector allows for AMX and Crestron sequences to be programmed.

Touring the floor of the museum, we were able to see how different elements of this technology were being cleverly implemented to inspiring effect.



Creepy Crawly Zone

Controlled Media Playback:

Using the ViewStream to show simple looping content. A motion sensor then picks up an approaching visitor to switch on the audio and commence play out of the information loop.

Dino Exhibit

Synchronized Media Playback:

Linking of 4 ViewStreams together to create an eye-catching sequence where media appears to flow across different display.

Recycle Zone

Interactive Media Playback:

Using a touch button to control the ViewStream and trigger of video sequences on.

Earth Zone

Audio & Video:

Using a phone and projection system to create an integrated visitor experience.

About **Digital View**

Digital View Group was established in 1995 - as a developer of display system solutions technology for the emerging LCD digital display market. Our display electronics division has grown to become one of the foremost developers of advanced LCD related solutions for the military, marine, broadcast, medical and industrial display markets. The company is now represented around the globe by major LCD panel distributors and supplies a host of key OEM manufacturing partners. Our range of LCD interface products support over 800 panels from more than 27 different manufacturers

From 1998 Digital View pioneered the development of solid-state digital media players and implemented some of the first major global digital signage networks. Our digital signage division is now a global market leader in the supply of specialist electronics for the pro-A/V markets; with more than 150,000 digital media systems installed across the digital signage, digital merchandising & digital docent museum markets.

Underpinned by strong internal development engineering, and with sales and support operations spanning the globe, the Digital View name has become synonymous with high performance innovation that meets the specialist needs of specific non-consumer digital display markets.

Digital View is proud to support:

green screen

LOVECONTENT

THE SCREEN

DIGITALVIEW®

www.digitalview.com

EUROPE
6 Marylebone Passage, London, W1W 8EX, UK
t : +44 (0) 20-7631-2150

ASIA
16th Floor Millennium City 3, 370 Kwun Tong Road, Kwun Tong, Hong Kong
t : (852) 2861-3615

USA
18440 Technology Drive, Morgan Hill, CA 95037, USA
t : +1 (408) 782-7773

Due to continuous development it is possible that Digital View may change product specification without prior notice.
All information is correct at the time of printing. Jan 2011